ACI NORTH AMERICA
AIRPORTS COUNCIL INTERNATIONAL

ACI-NA Customer Experience Management and Passenger Amenities Survey

December 2023

About ACI-NA

Airports Council International-North America (ACI-NA) represents local, regional, and state governing bodies that own and operate commercial airports in the United States and Canada. ACI-NA member airports enplane more than 95 percent of the domestic and virtually all the international airline passenger and cargo traffic in North America. Approximately 380 aviation-related businesses are also members of ACI-NA, providing goods and services to airports. Collectively, U.S. airports support more than 11.5 million jobs and account for $1.4 trillion in economic activity – or more than seven percent of the total U.S. GDP. Canadian airports support 405,000 jobs and contribute C$35 billion to Canada's GDP.

Learn more at www.airportscouncil.org.

About the Survey

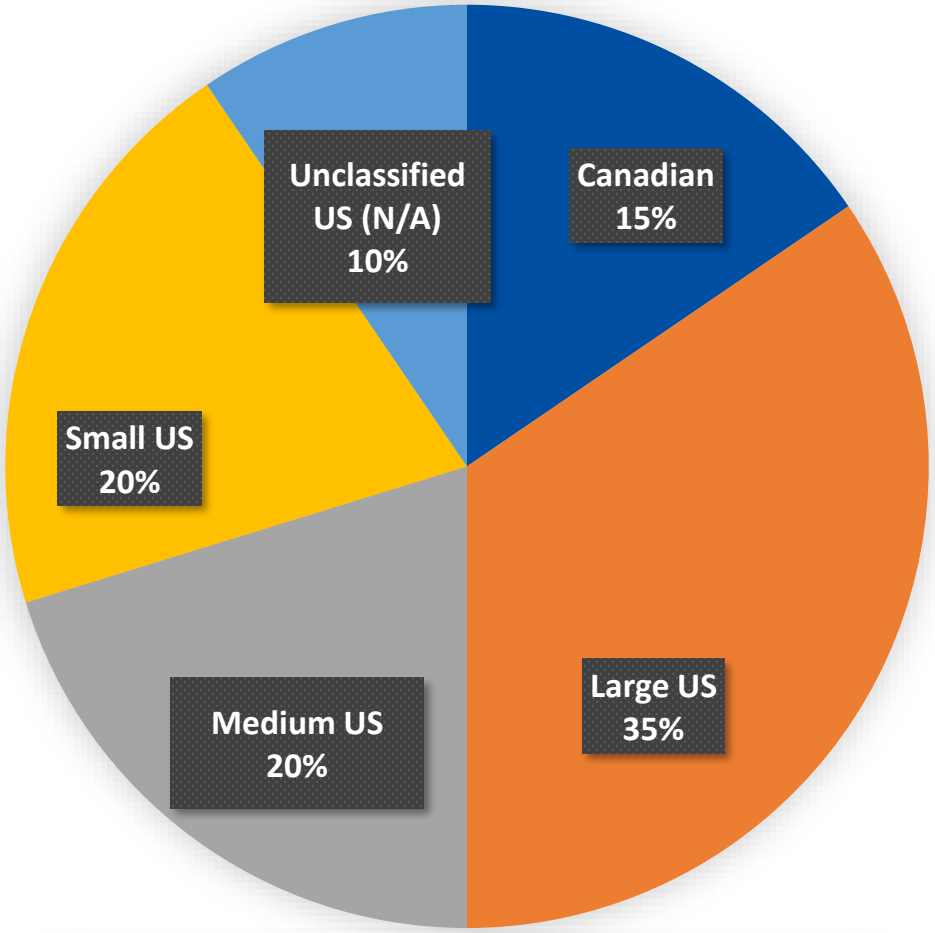
The 2023 ACI-NA Customer Experience Management and Passenger Amenities Survey is designed to assist airport customer service professionals in understanding industry-wide approaches to customer experience management best practices in the airport environment.

85 North American airports – accounting for more than 85.5 percent of North American passenger traffic – provided feedback for the 2023 survey.

85.5%

OF NORTH AMERICAN PASSENGER TRAFFIC

Breakdown of Responding Airports



85 Airports

Canadian	13
Large US	29
Medium US	17
Small US	17
Unclassified US (N/A)	9

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Section 1:

Strategic Approach to Customer Experience Management Airport Wide

The ACI-NA Customer Experience Working Group developed nine core competencies and functions that are part of a strategic enterprise-wide approach to customer experience management. Each airport was asked to identify which of the nine core functions had been adopted by airport management.

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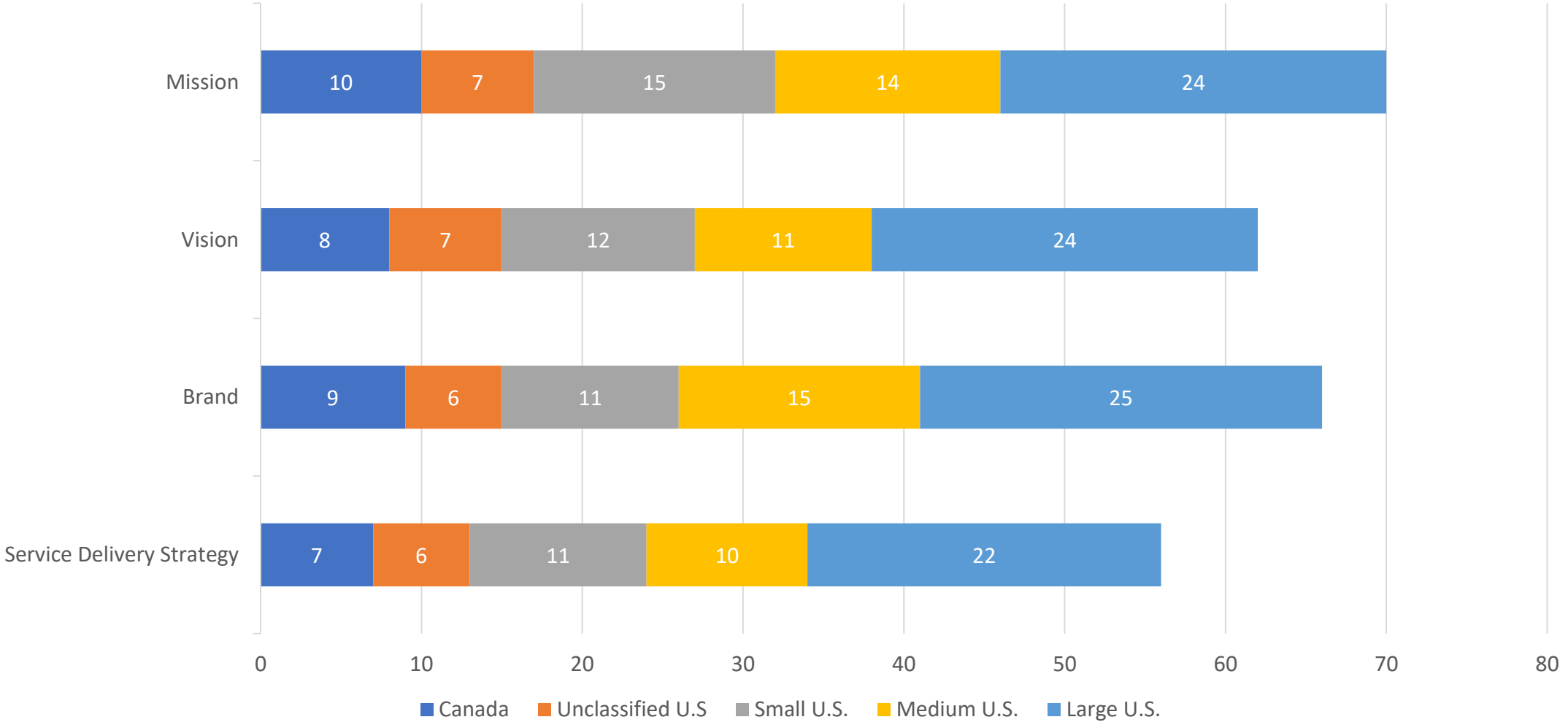
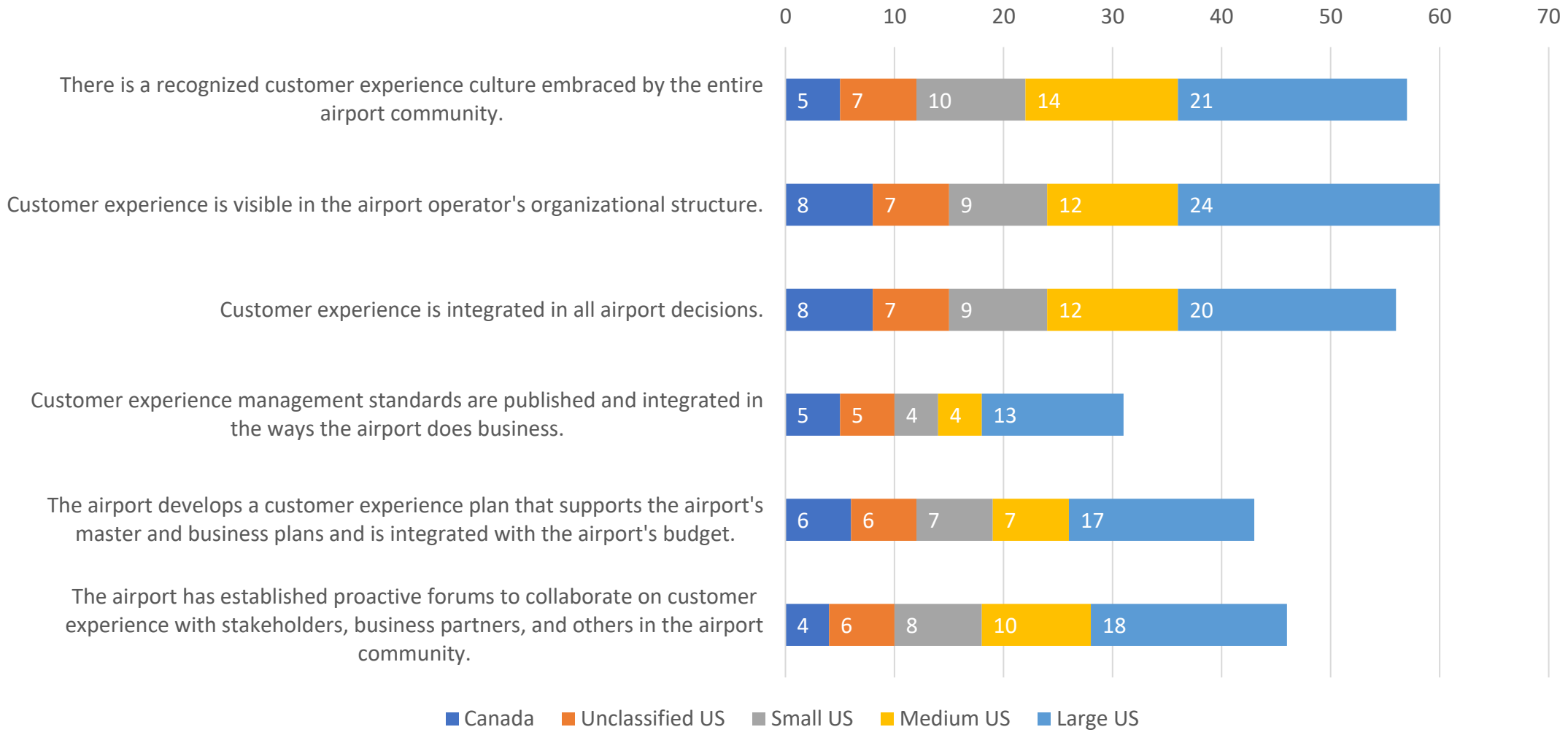
There is a customer experience emphasis within the following management approaches at your airport.



Describe your airport's approach to customer experience management airport-wide.



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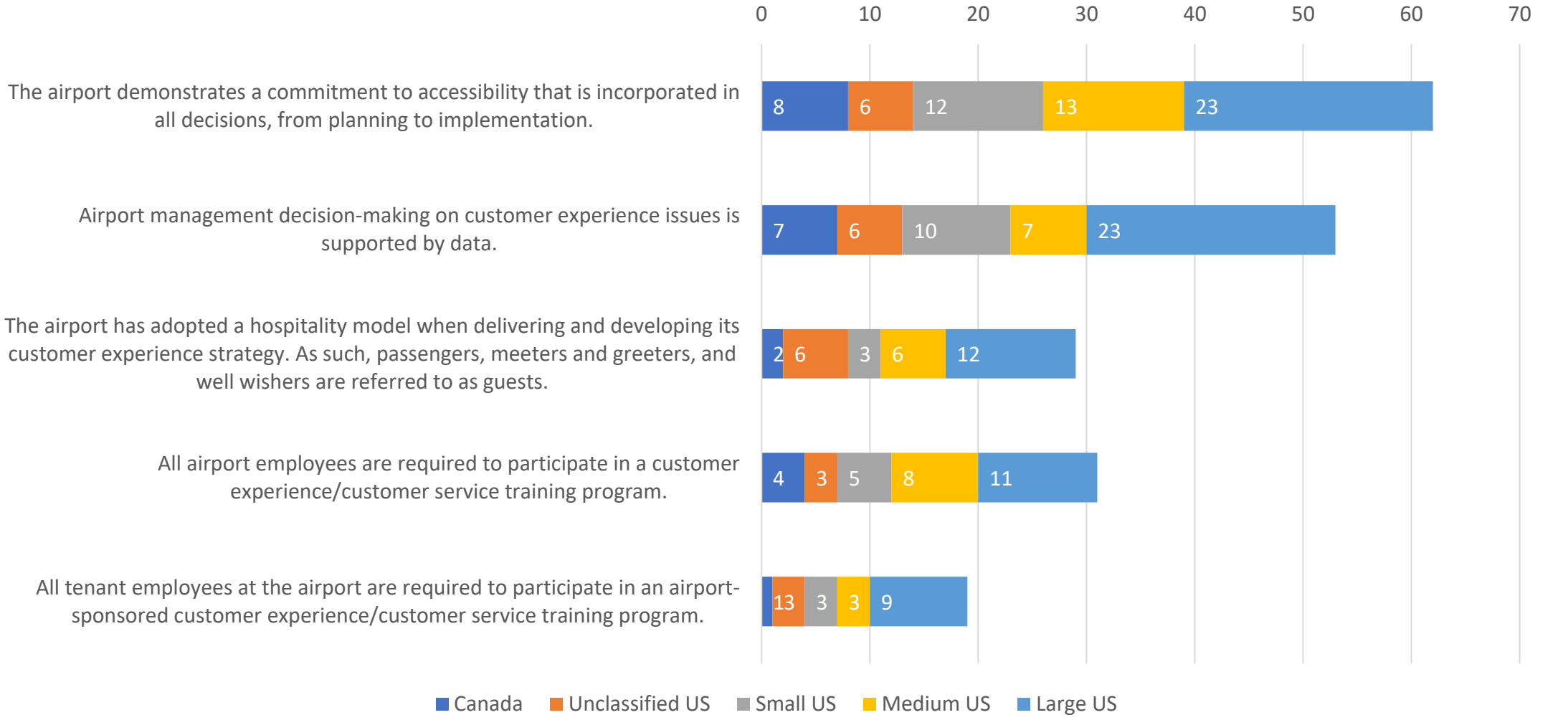
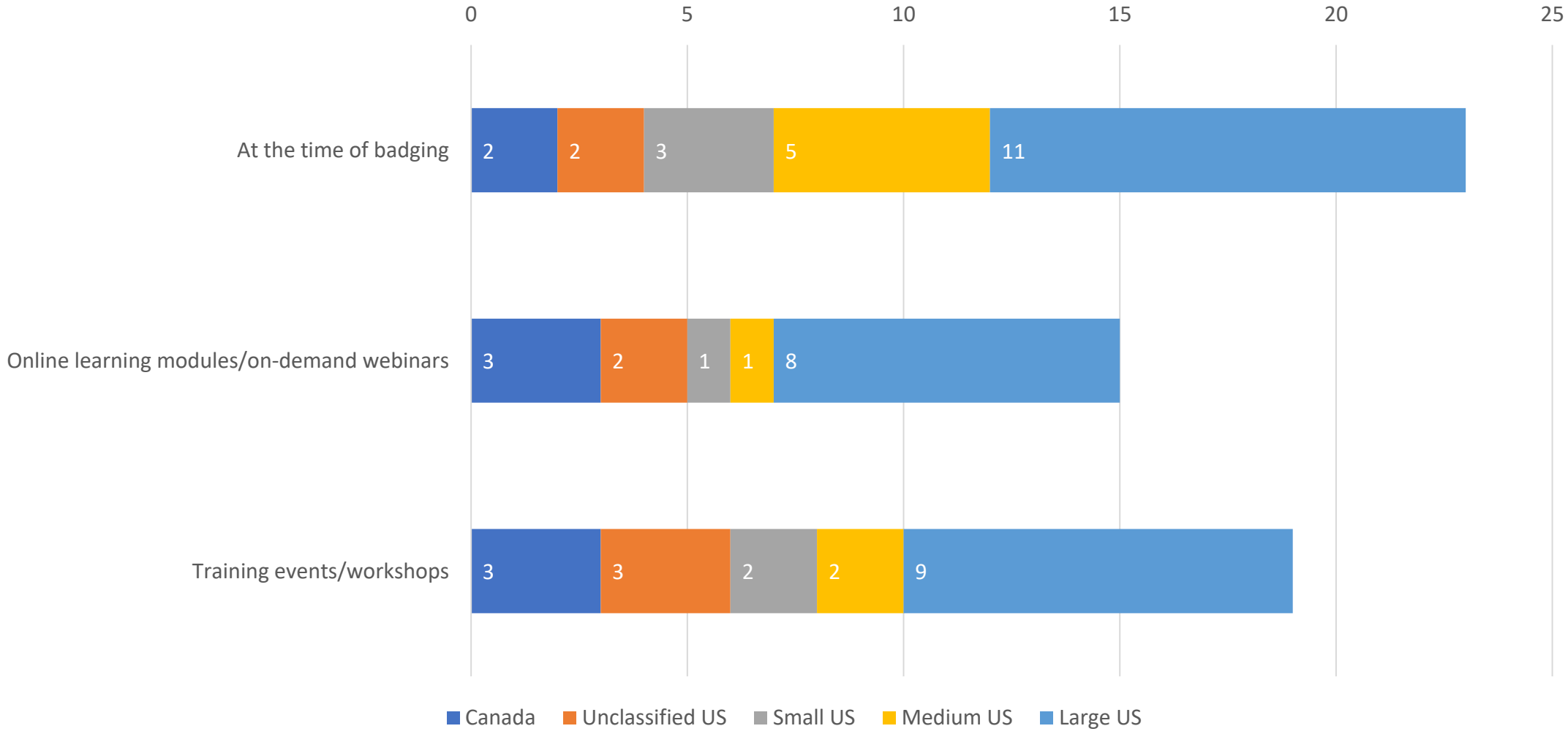
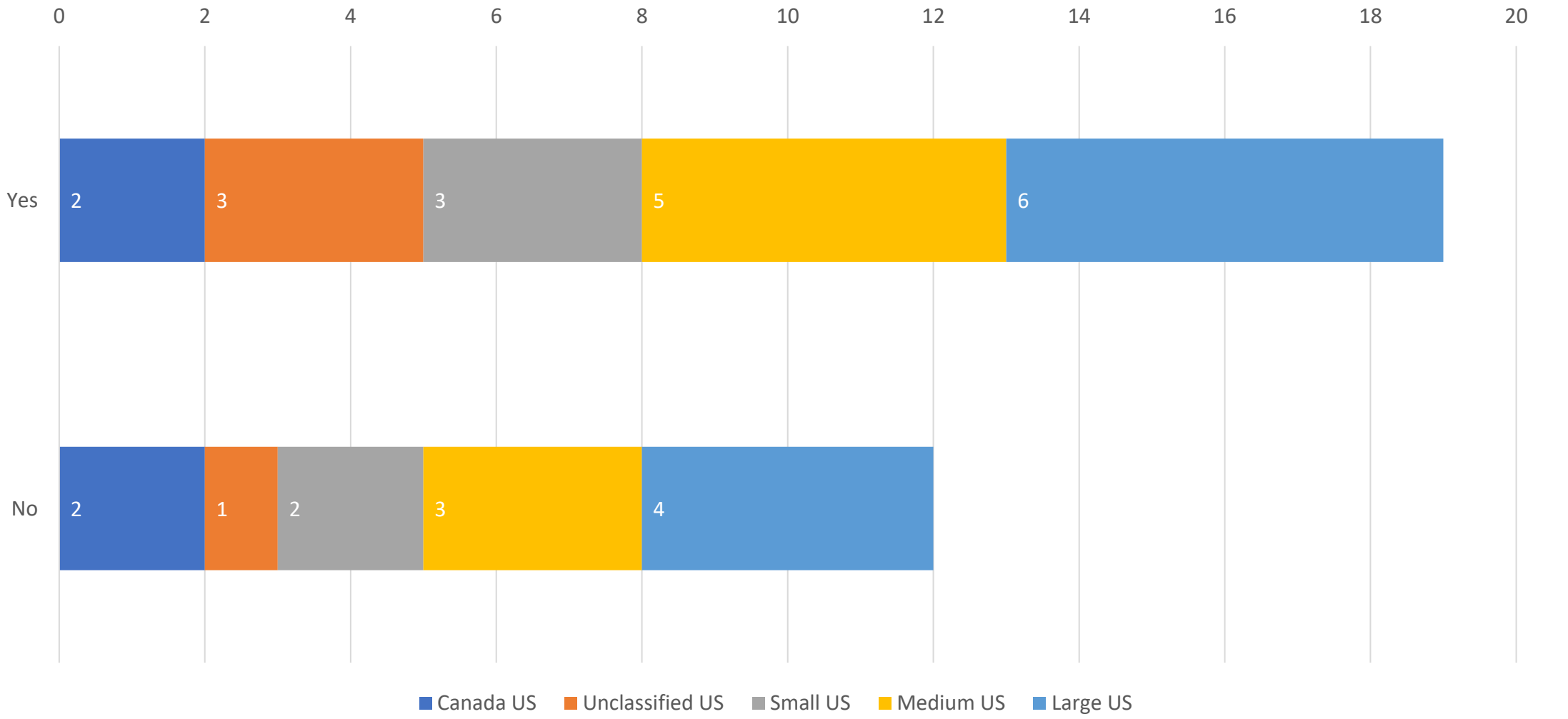


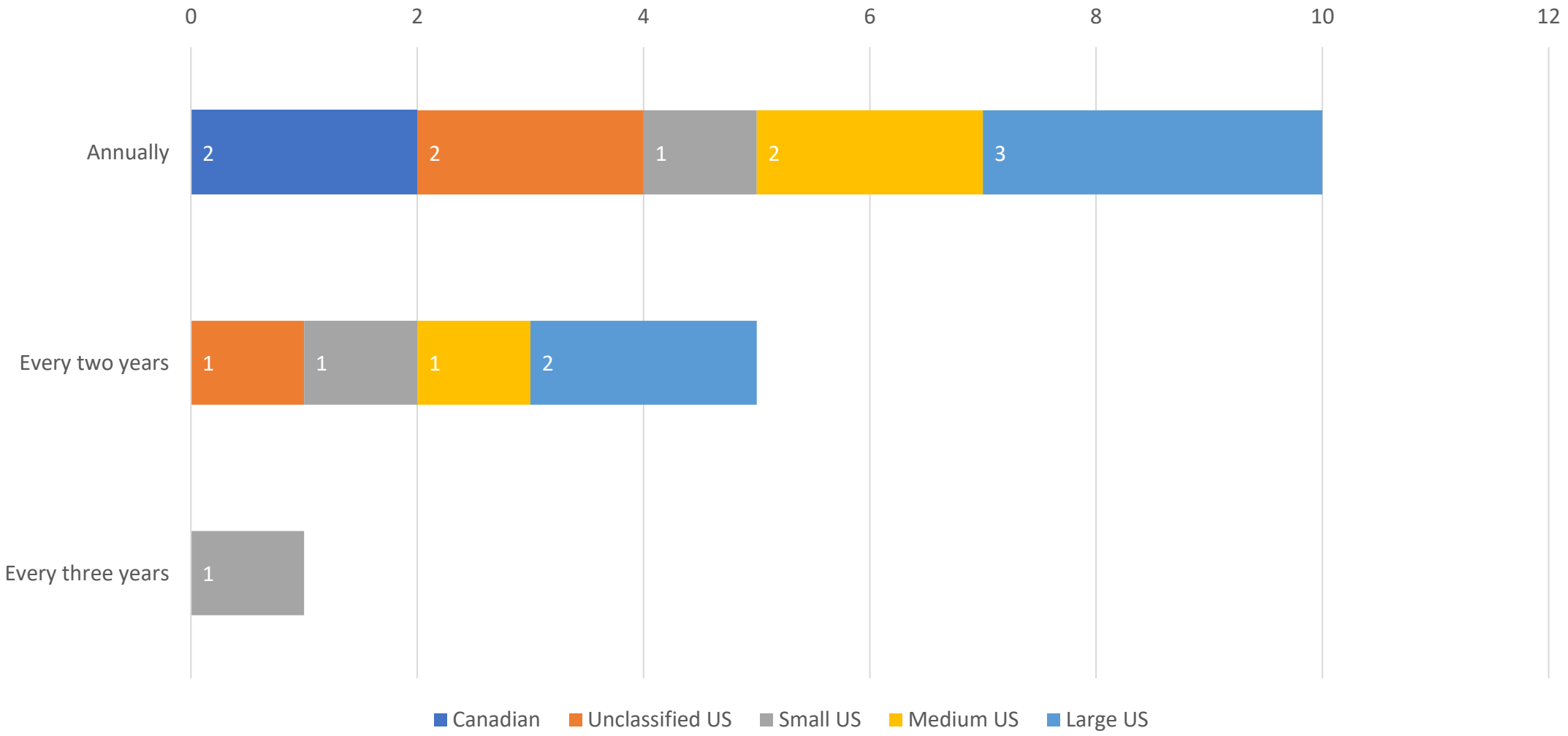
How do airports institute customer experience/customer service training?



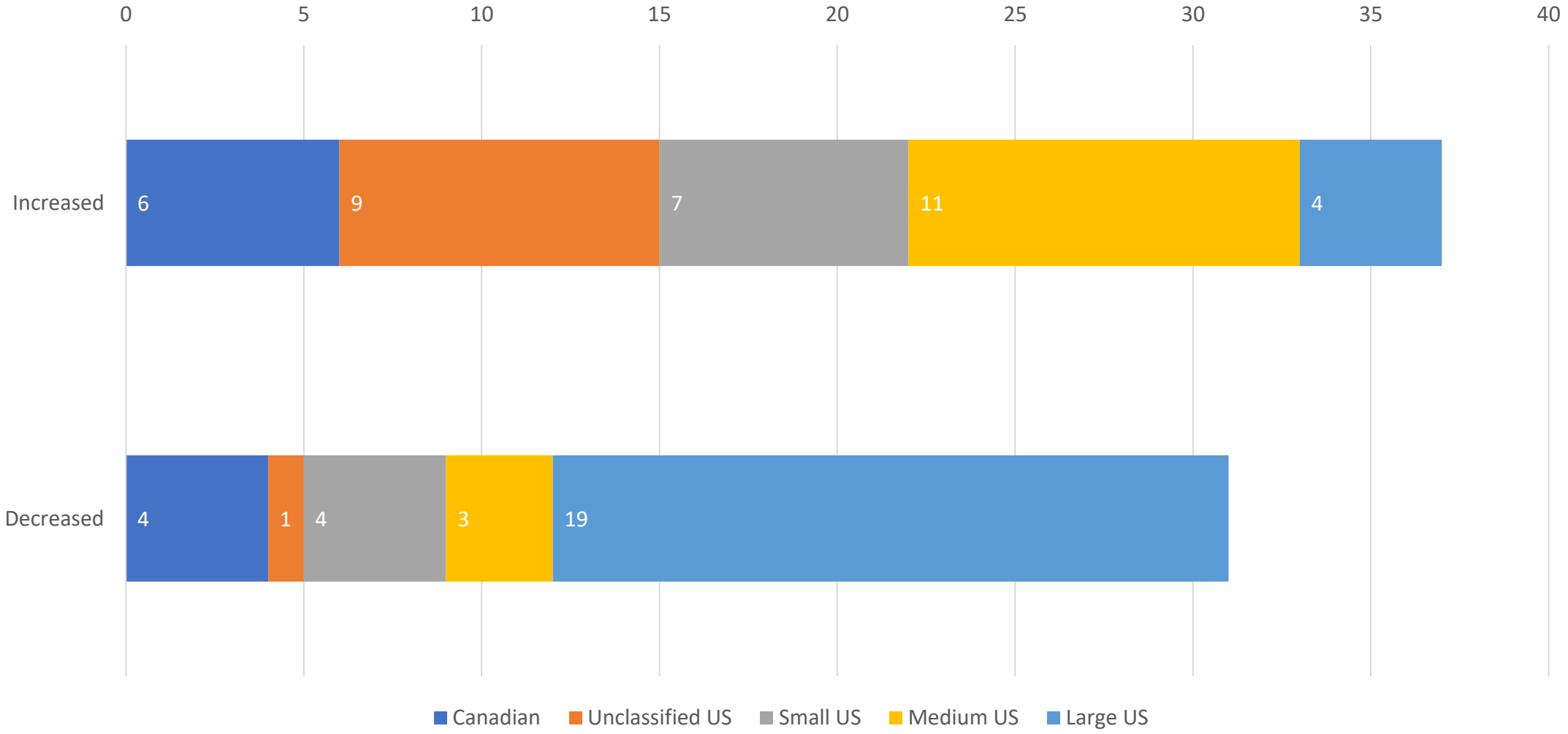
Does the airport require recurrent customer experience / customer service training?



How often do airports conduct customer experience / customer service training for current employees?



Since 2020, have airports increased or decreased the amount of in-terminal airport customer service staff?



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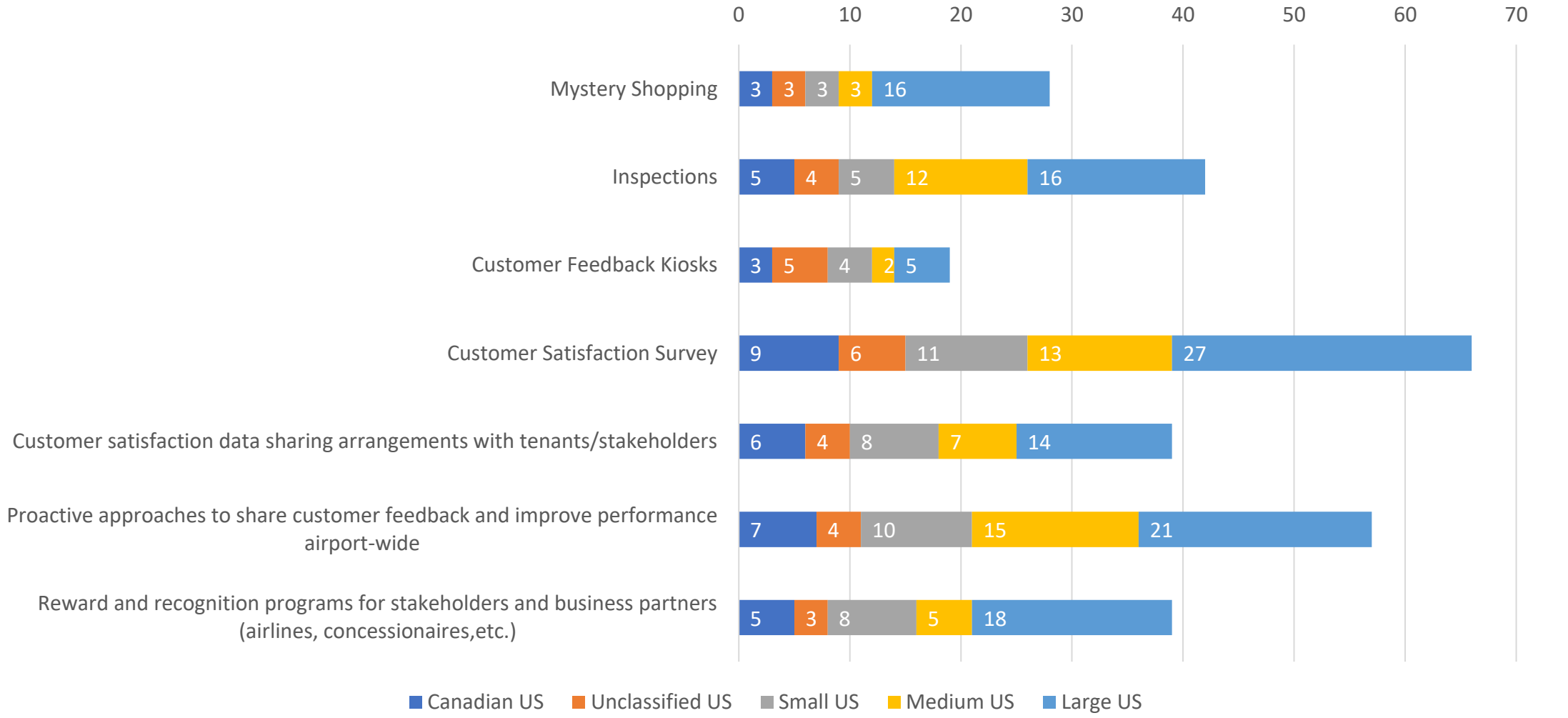
INTERNATIONAL AIRPORT

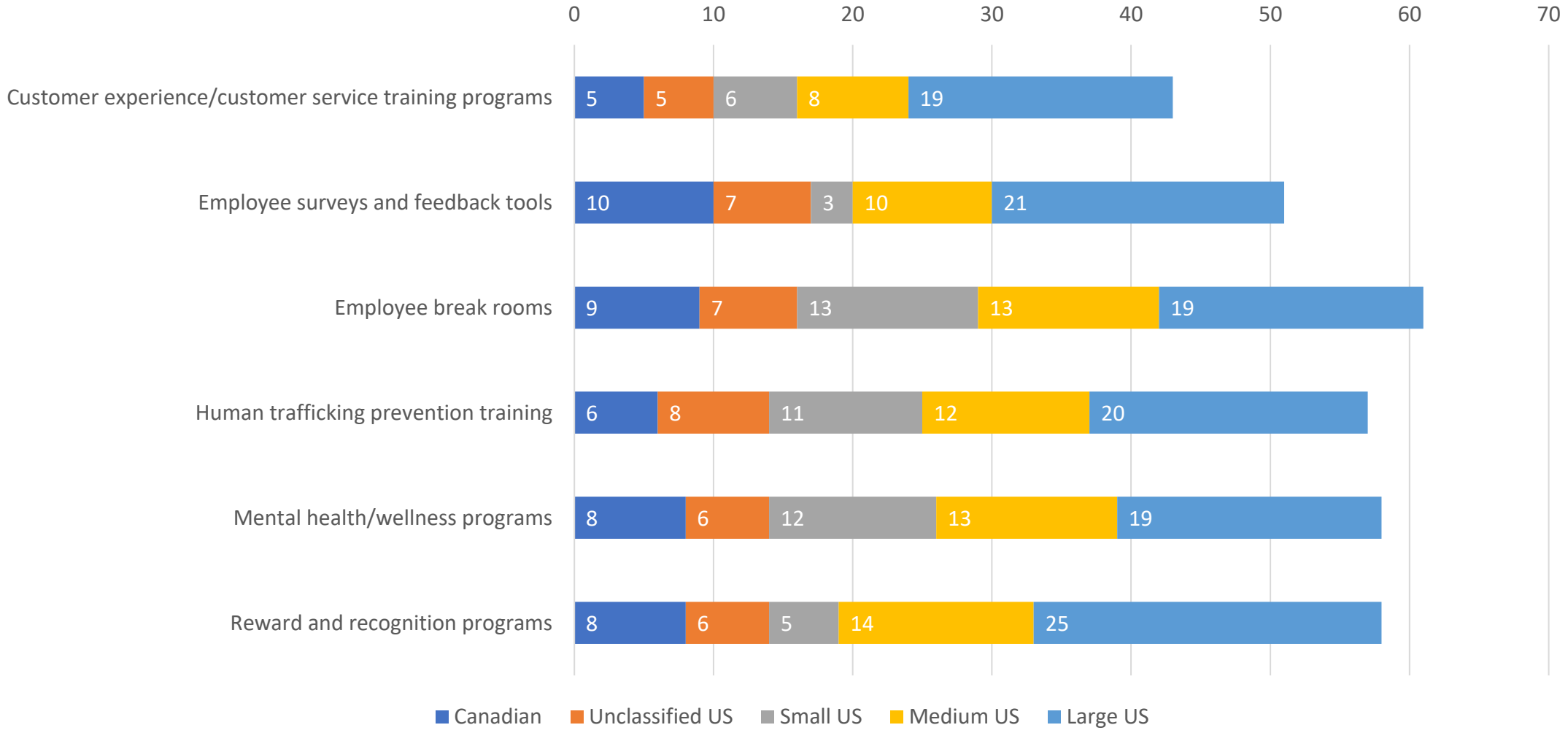
Section 2:
Customer Experience Management Programs

Airports deploy a variety of customer experience management programs to influence, enhance, manage, monitor, and reward excellent customer service delivery.

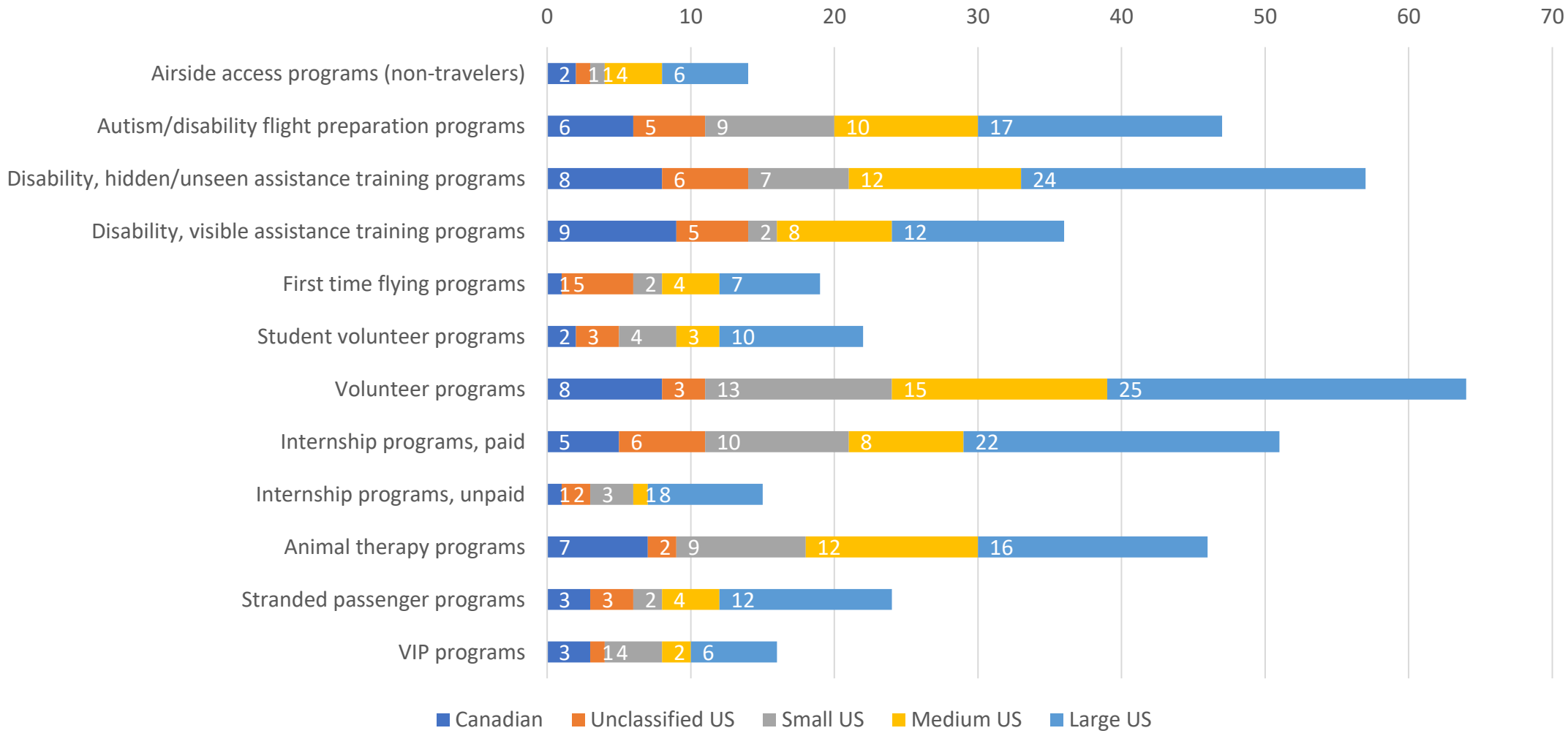
Performance Management Programs



Employee Engagement and Empowerment Programs



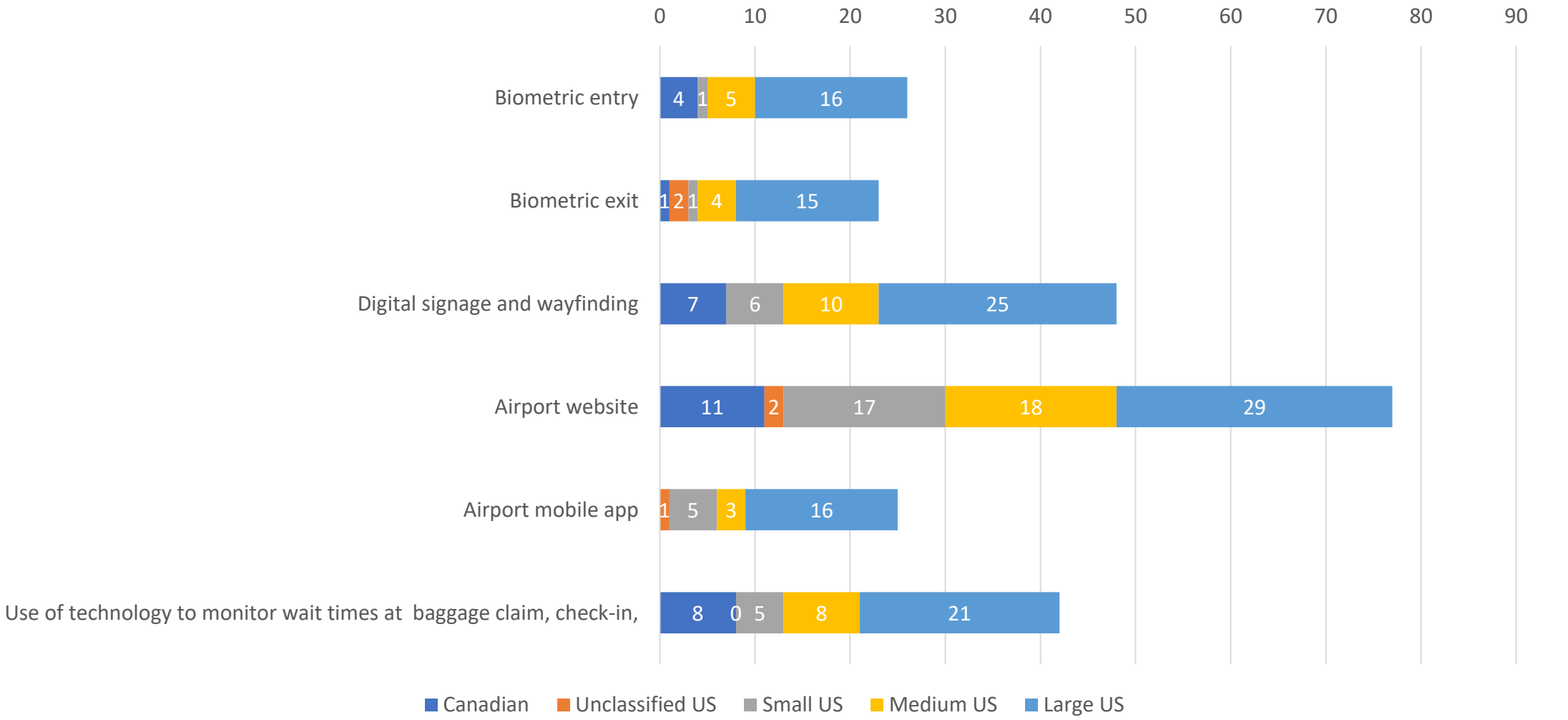
Customer Experience Programs



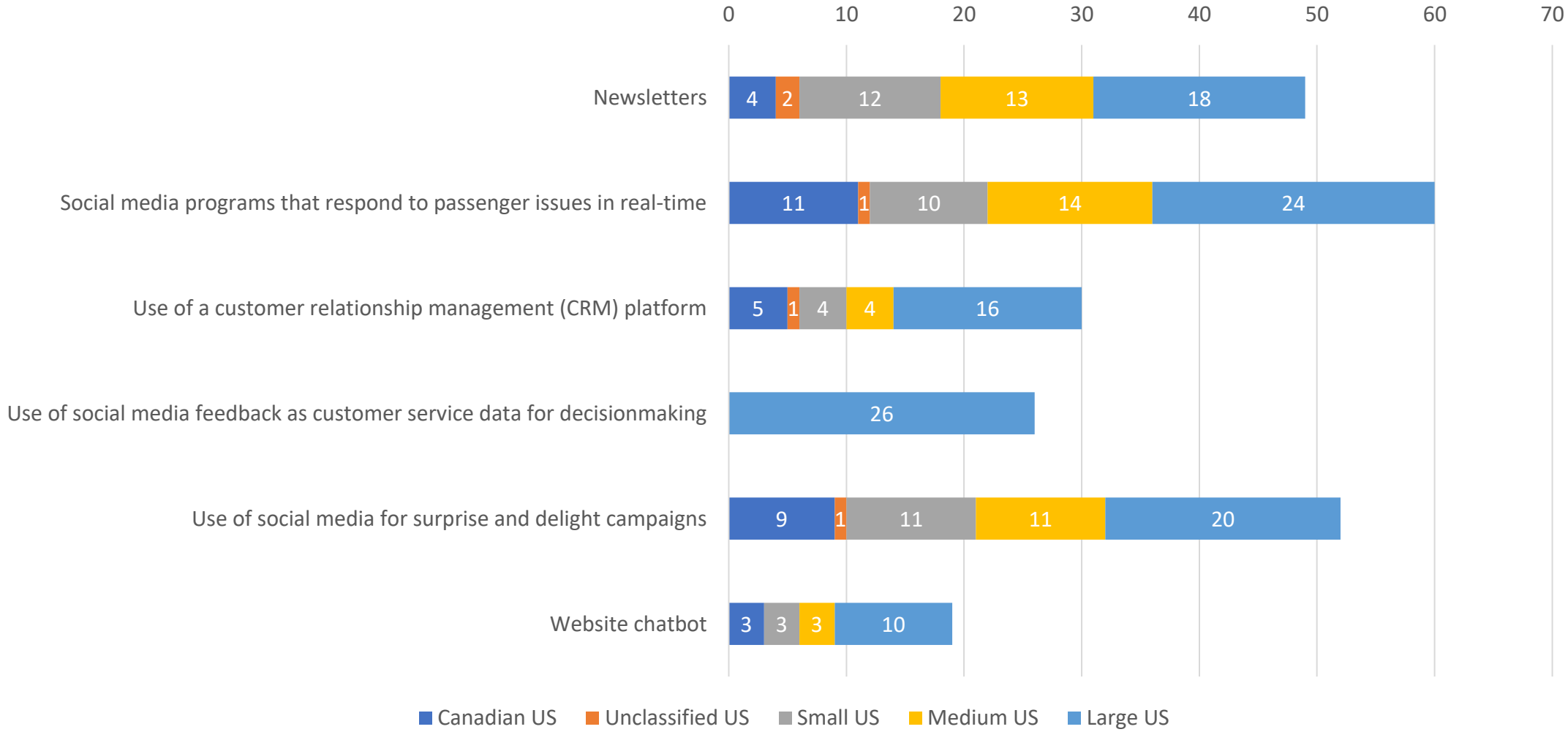
How many volunteers participate in your airport's program?

Airport Size	Volunteer Program Participation Range
Small US	6 - 150
Medium US	7 - 100
Large US	14 - 400
Canadian	15 - 250

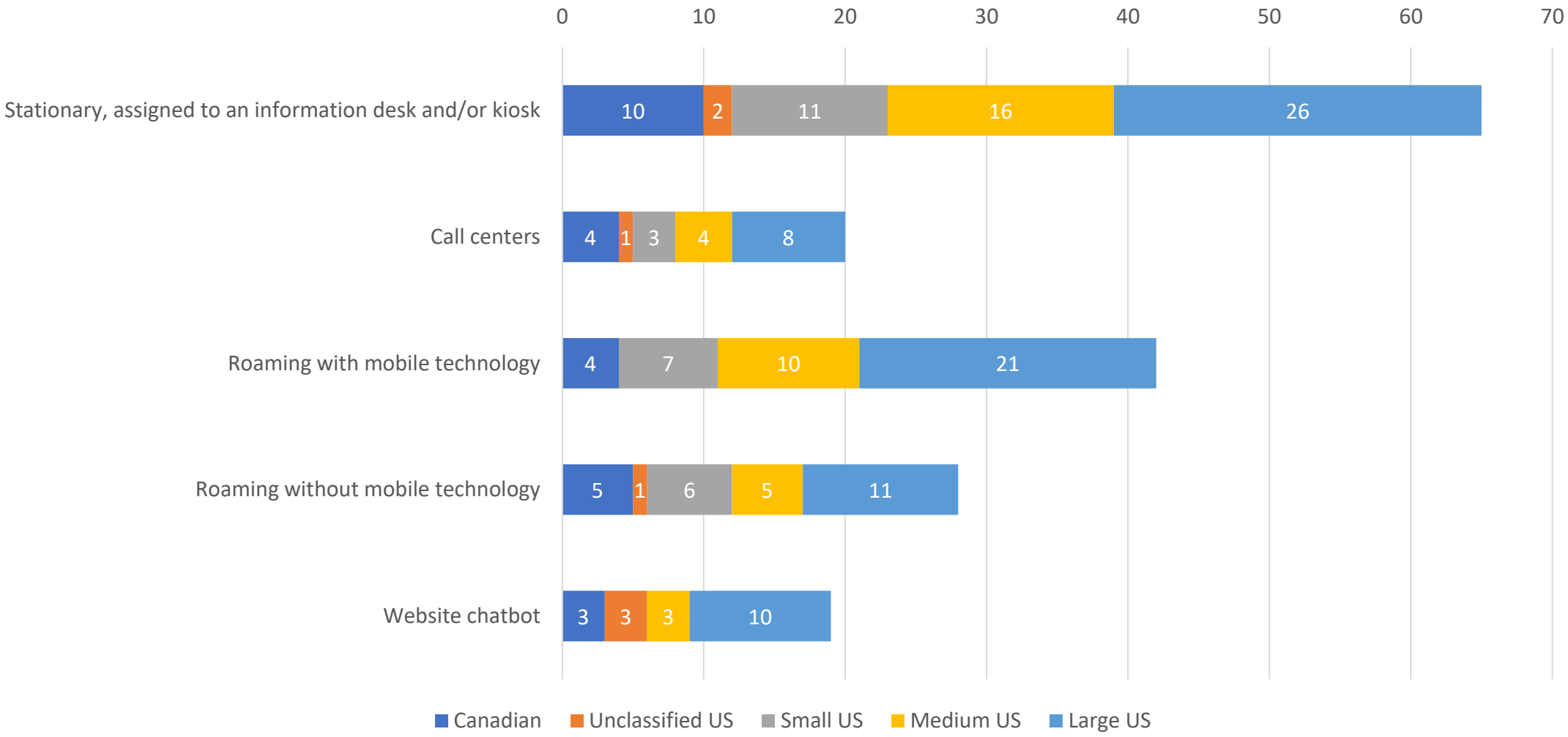
Use of Technology to Improve Service



Digital Communications for Customer Relationship Management



How are customer experience staff allocated for in-terminal customer assistance?



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Section 3:
Passenger Amenities and Services

Airports offer a full array of passenger amenities and services to enhance the passenger experience. This section benchmarks 137 common airport passenger amenities and services by airport hub size.

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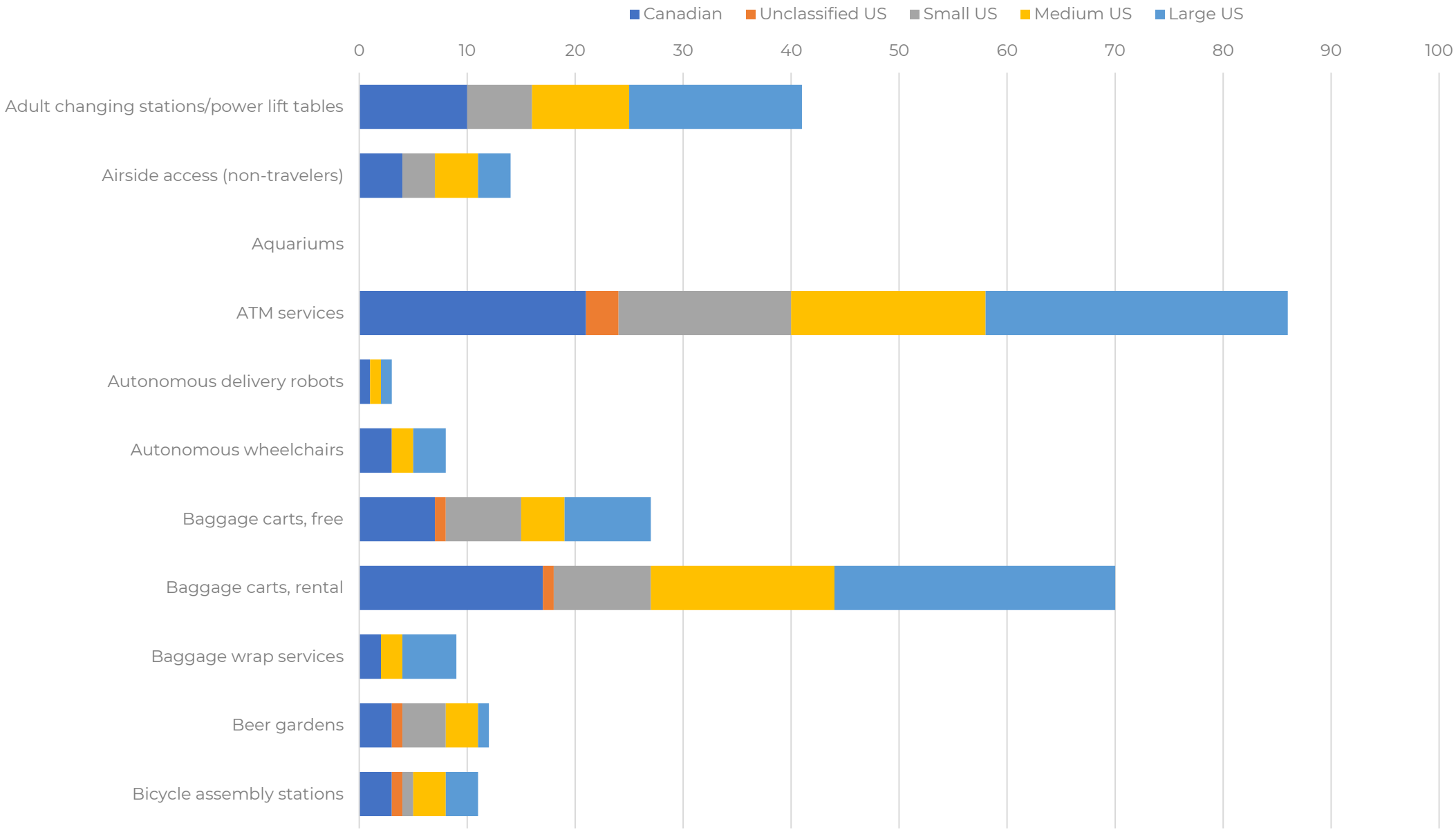
Canadian
Unclassified US
Small US
Medium US
Large US
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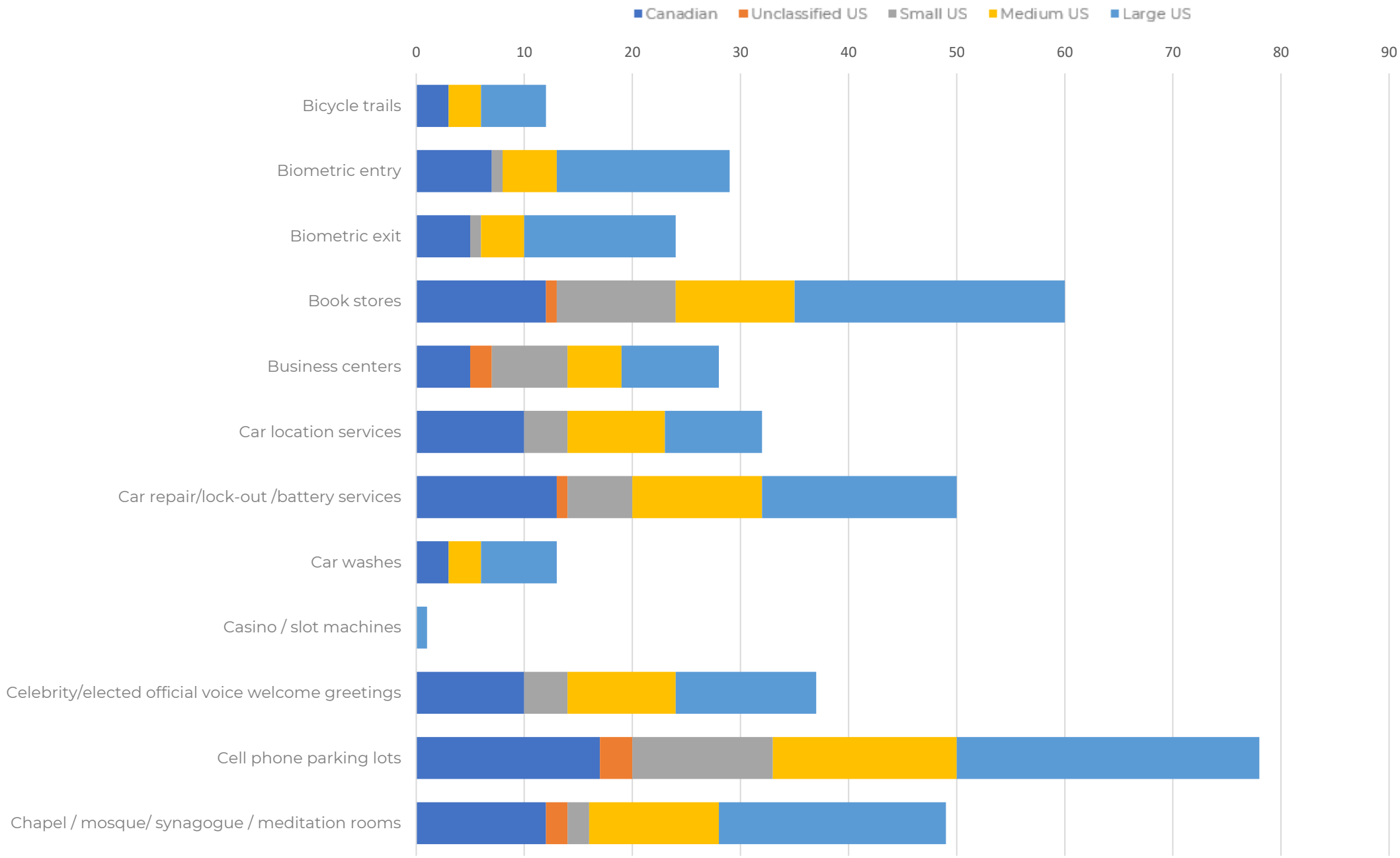
100
Adult changing stations/power lift tables
Airside access (non-travelers)
Aquariums
ATM services
Autonomous delivery robots
Autonomous wheelchairs
Baggage carts, free
Baggage carts, rental
Baggage wrap services
Beer gardens
Bicycle assembly stations


Canadian
Unclassified US
Small US
Medium US
Large US
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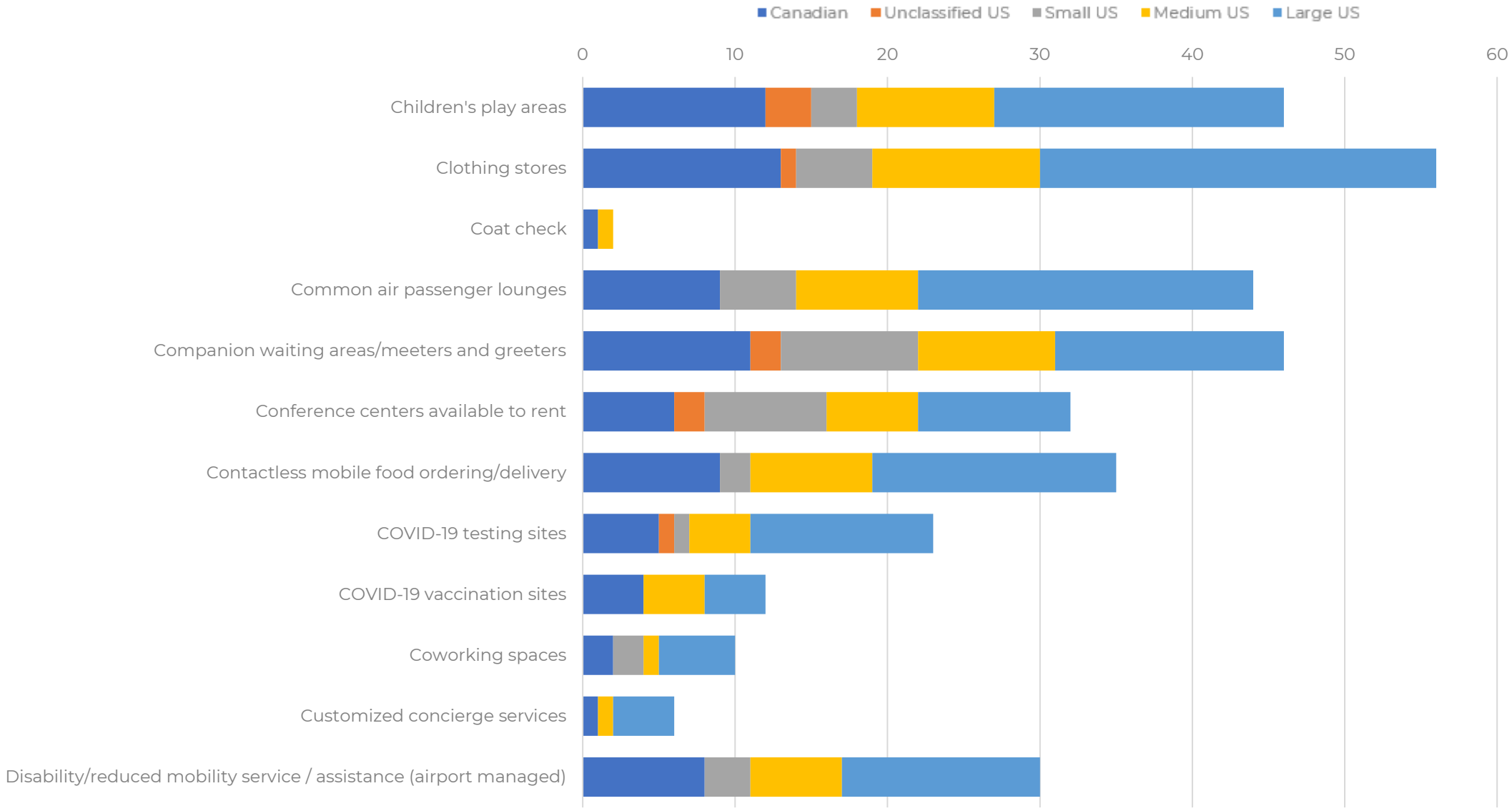
Bicycle trails
Biometric entry
Biometric exit
Book stores
Business centers
Car location services
Car repair/lock-out /battery services
Car washes
Casino / slot machines
Celebrity/elected official voice welcome greetings
Cell phone parking lots
Chapel / mosque/ synagogue / meditation rooms


Canadian
Unclassified US
Small US
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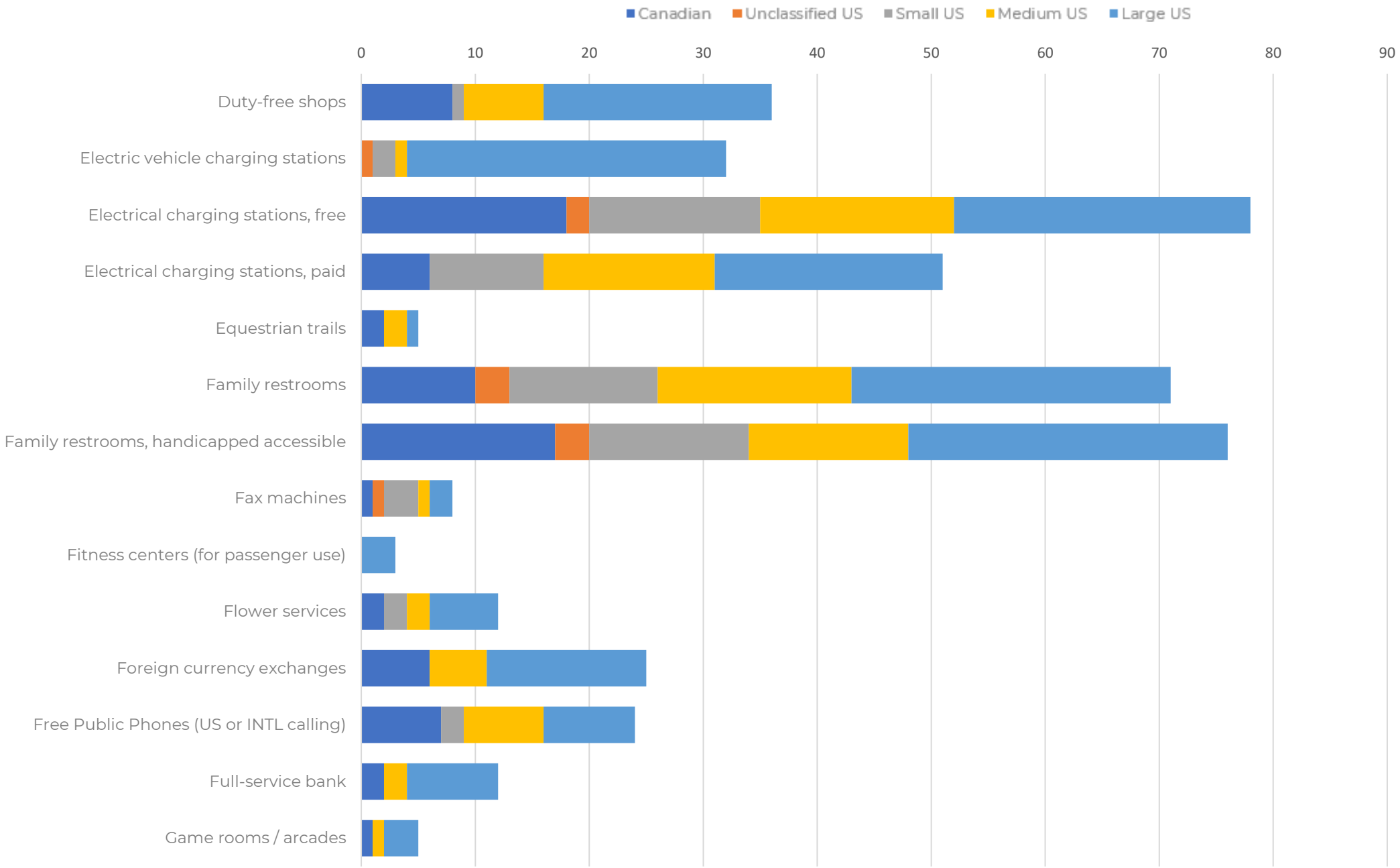
Children's play areas
Clothing stores
Coat check
Common air passenger lounges
Companion waiting areas/meeters and greeters
Conference centers available to rent
Contactless mobile food ordering/delivery
COVID-19 testing sites
COVID-19 vaccination sites
Coworking spaces
Customized concierge services
Disability/reduced mobility service / assistance (airport managed)


Canadian
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Small US
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Large US
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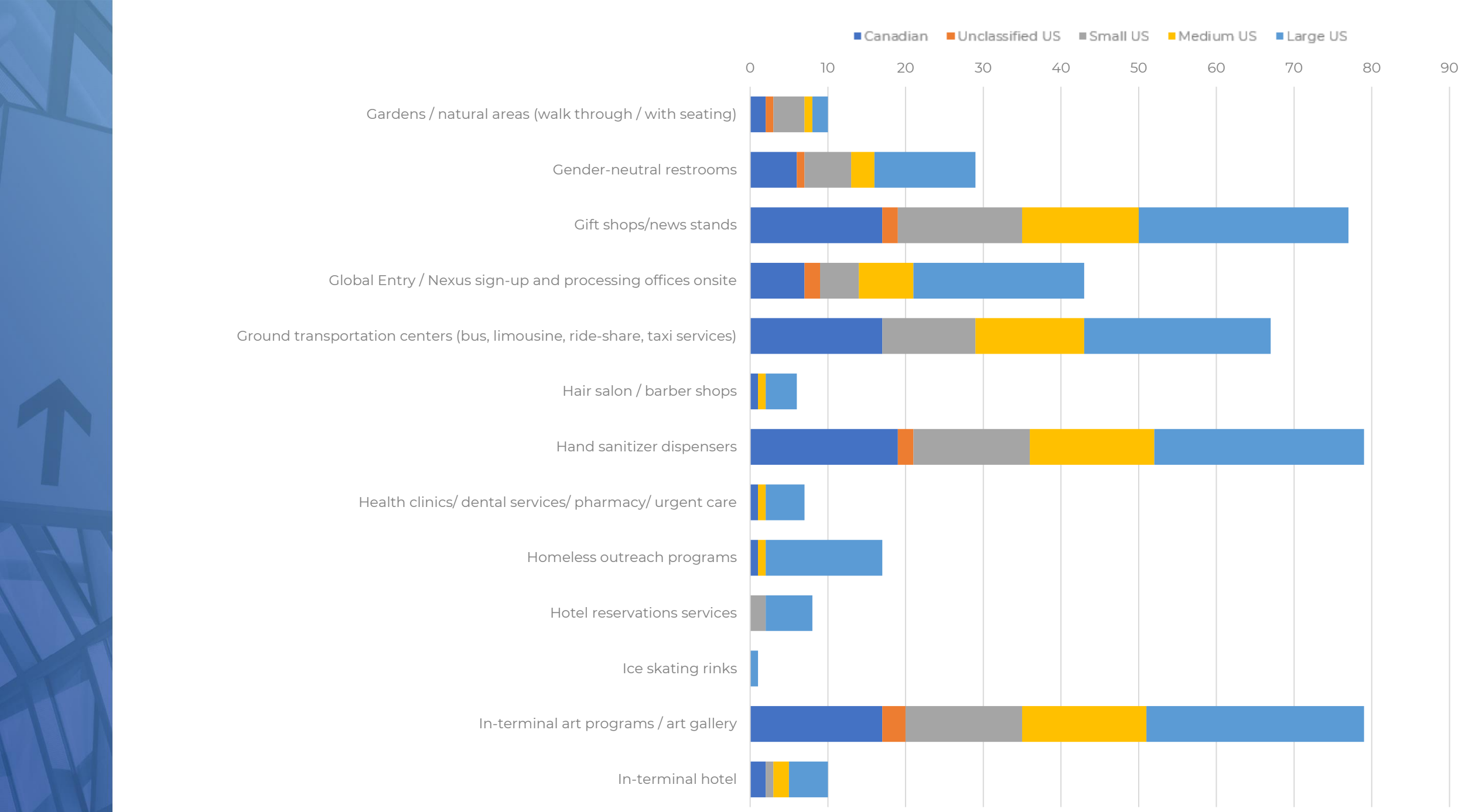
Duty-free shops
Electric vehicle charging stations
Electrical charging stations, free
Electrical charging stations, paid
Equestrian trails
Family restrooms
Family restrooms, handicapped accessible
Fax machines
Fitness centers (for passenger use)
Flower services
Foreign currency exchanges
Free Public Phones (US or INTL calling)
Full-service bank
Game rooms / arcades


Canadian
Unclassified US
Small US
Medium US
Large US
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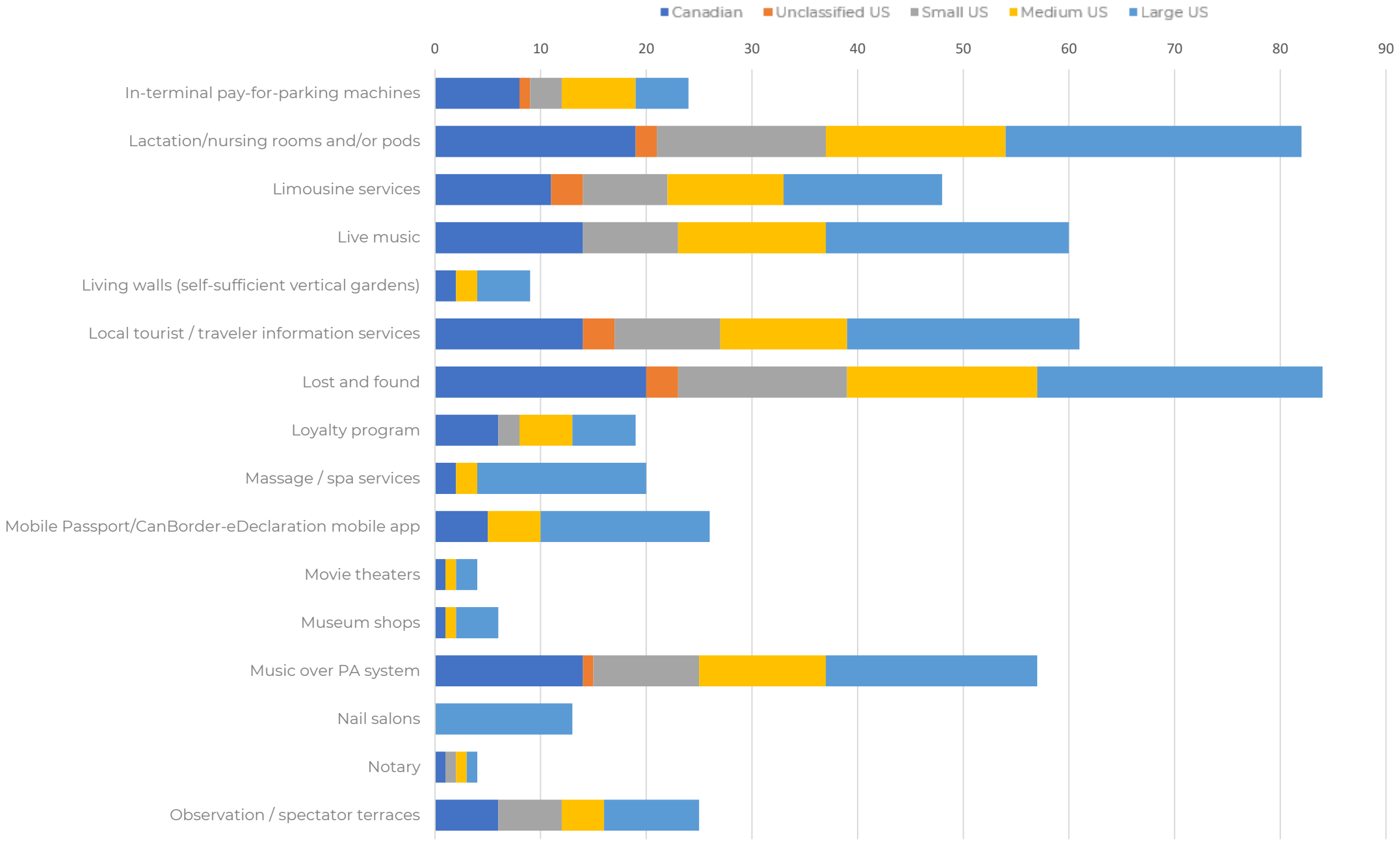
Gardens / natural areas (walk through / with seating)
Gender-neutral restrooms
Gift shops/news stands
Global Entry / Nexus sign-up and processing offices onsite
Ground transportation centers (bus, limousine, ride-share, taxi services)
Hair salon / barber shops
Hand sanitizer dispensers
Health clinics/ dental services/ pharmacy/ urgent care
Homeless outreach programs
Hotel reservations services
Ice skating rinks
In-terminal art programs / art gallery
In-terminal hotel


Canadian
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Small US
Medium US
Large US
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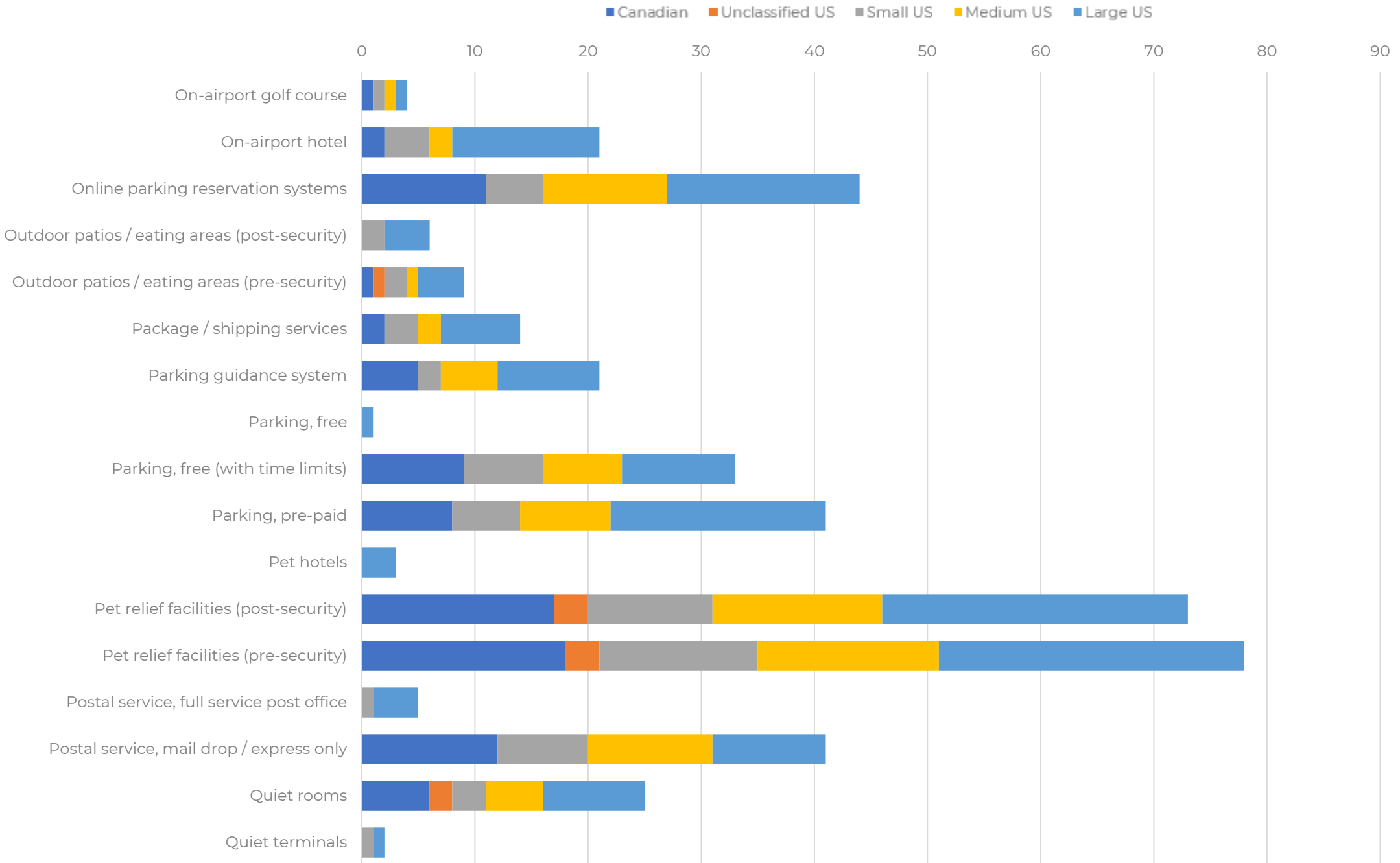
In-terminal pay-for-parking machines
Lactation/nursing rooms and/or pods
Limousine services
Live music
Living walls (self-sufficient vertical gardens)
Local tourist / traveler information services
Lost and found
Loyalty program
Massage / spa services
Mobile Passport/CanBorder-eDeclaration mobile app
Movie theaters
Museum shops
Music over PA system
Nail salons
Notary
Observation / spectator terraces


Canadian
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Small US
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Large US
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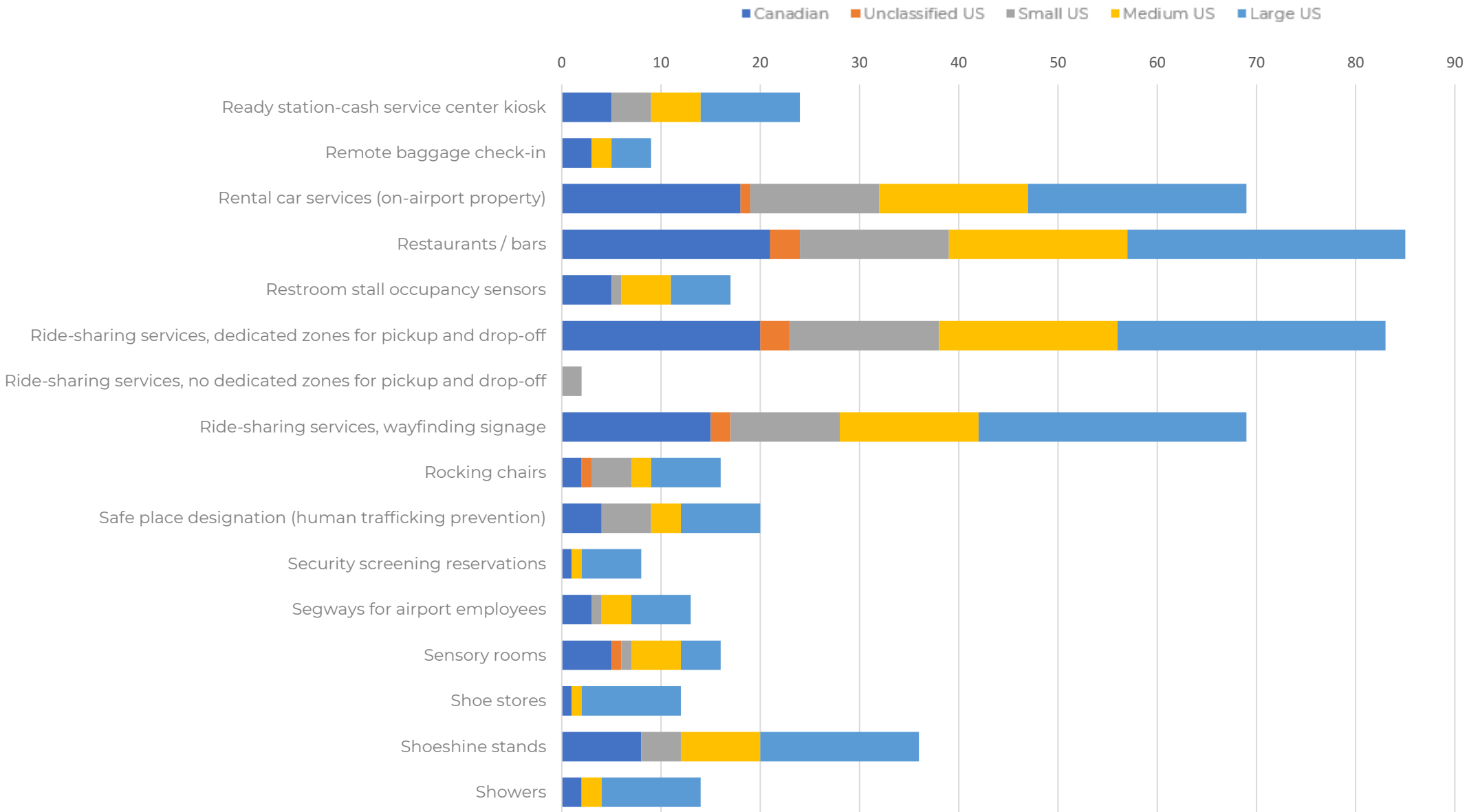
On-airport golf course
On-airport hotel
Online parking reservation systems
Outdoor patios / eating areas (post-security)
Outdoor patios / eating areas (pre-security)
Package / shipping services
Parking guidance system
Parking, free
Parking, free (with time limits)
Parking, pre-paid
Pet hotels
Pet relief facilities (post-security)
Pet relief facilities (pre-security)
Postal service, full service post office
Postal service, mail drop / express only
Quiet rooms
Quiet terminals


Canadian
Unclassified US
Small US
Medium US
Large US
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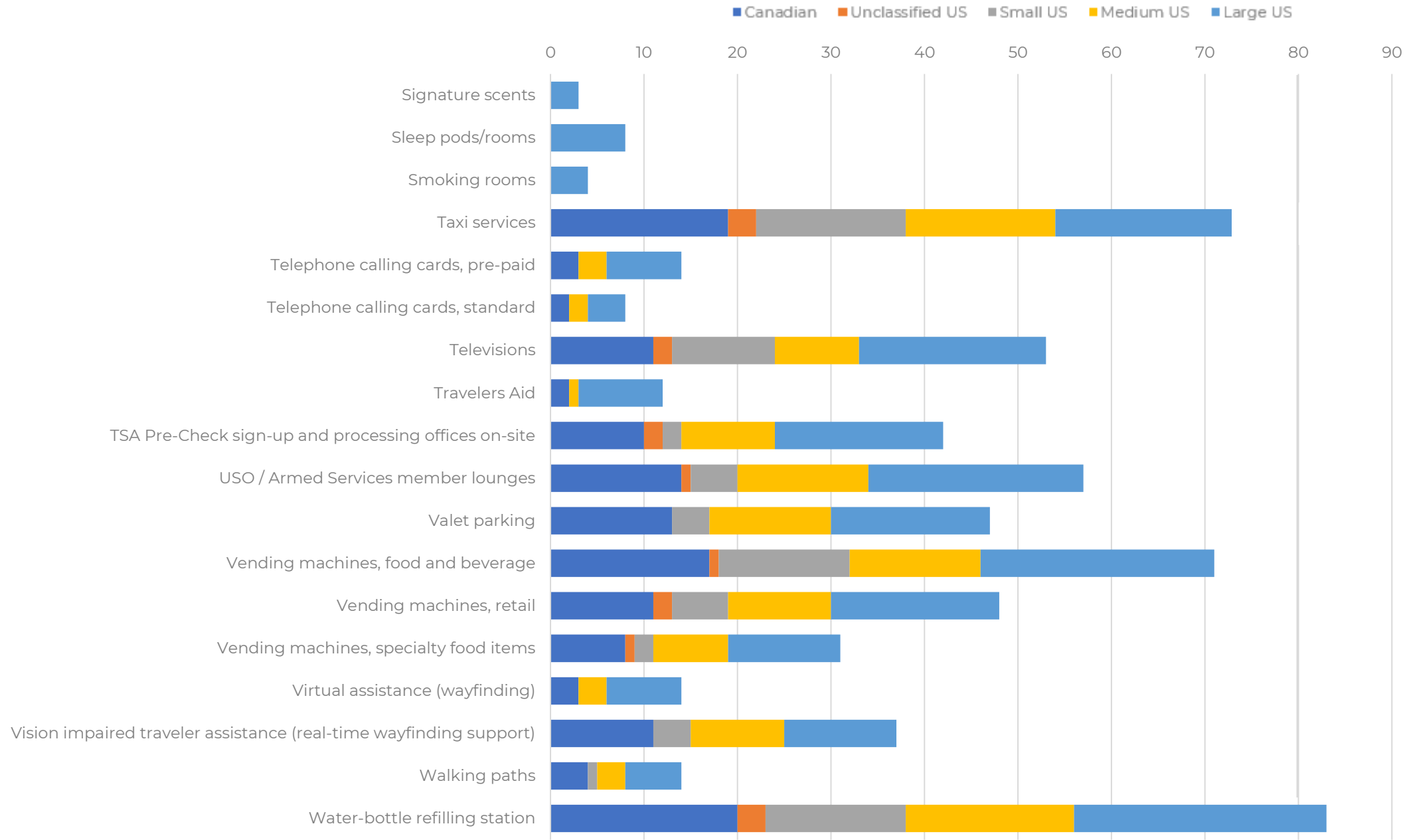
Ready station-cash service center kiosk
Remote baggage check-in
Rental car services (on-airport property)
Restaurants / bars
Restroom stall occupancy sensors
Ride-sharing services, dedicated zones for pickup and drop-off
Ride-sharing services, no dedicated zones for pickup and drop-off
Ride-sharing services, wayfinding signage
Rocking chairs
Safe place designation (human trafficking prevention)
Security screening reservations
Segways for airport employees
Sensory rooms
Shoe stores
Shoeshine stands
Showers


Canadian
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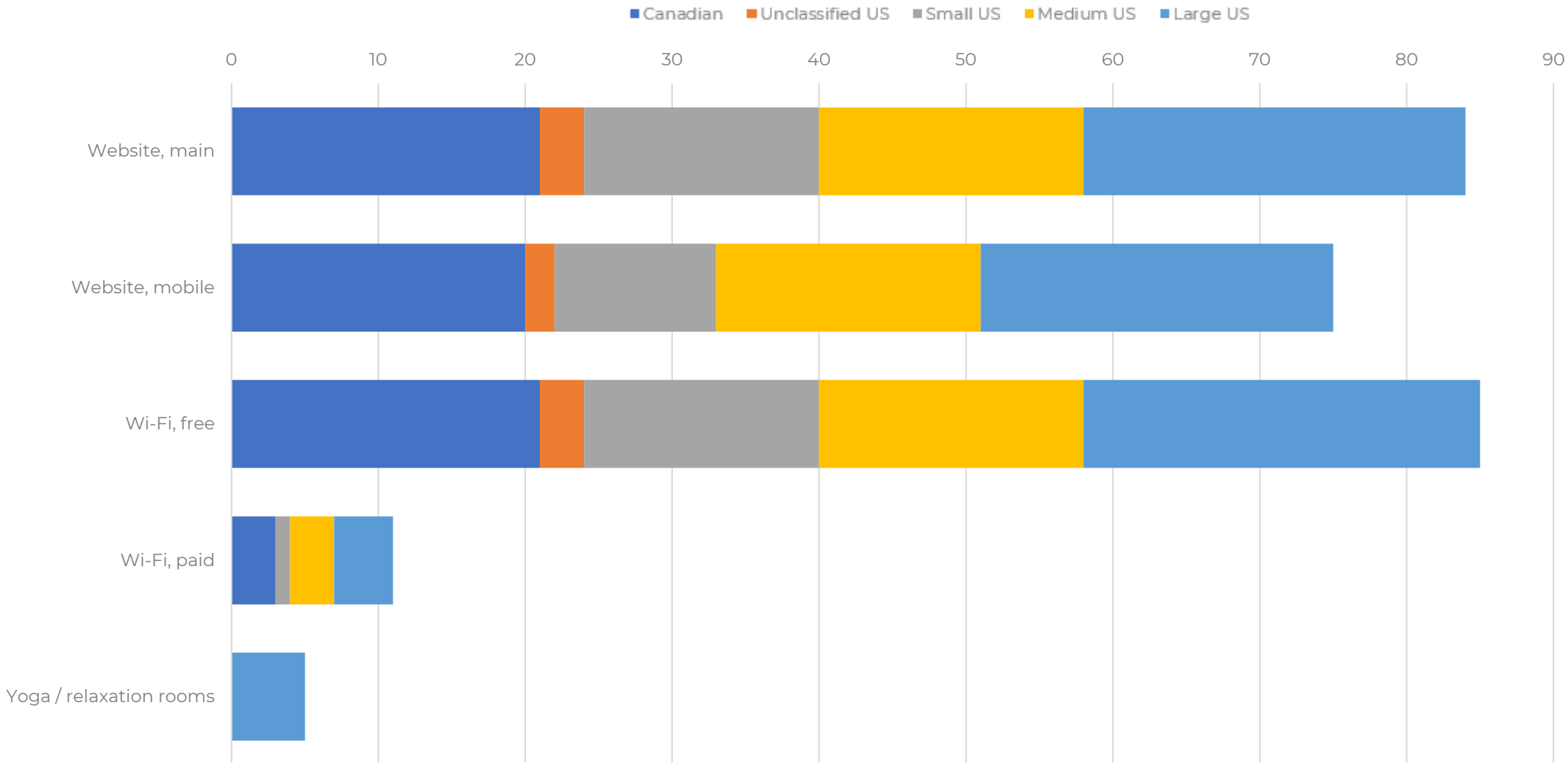
Signature scents
Sleep pods/rooms
Smoking rooms
Taxi services
Telephone calling cards, pre-paid
Telephone calling cards, standard
Televisions
Travelers Aid
TSA Pre-Check sign-up and processing offices on-site
USO / Armed Services member lounges
Valet parking
Vending machines, food and beverage
Vending machines, retail
Vending machines, specialty food items
Virtual assistance (wayfinding)
Vision impaired traveler assistance (real-time wayfinding support)
Walking paths
Water-bottle refilling station


Canadian
Unclassified US
Small US
Medium US
Large US
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Website, main
Website, mobile
Wi-Fi, free
Wi-Fi, paid
Yoga / relaxation rooms

Top 10 Passenger Amenities in 2023

1. ATM services
2. Restaurants / bars
3. Wi-Fi, free
4. Lost and found
5. Website
6. Ride-sharing services, dedicated zones for pickup and drop-off
7. Water-bottle refilling station
8. Lactation/nursing rooms and/or pods
9. Hand sanitizer dispensers
10. Art Programs

TOP 10 AMENITIES 2020 VS. 2023

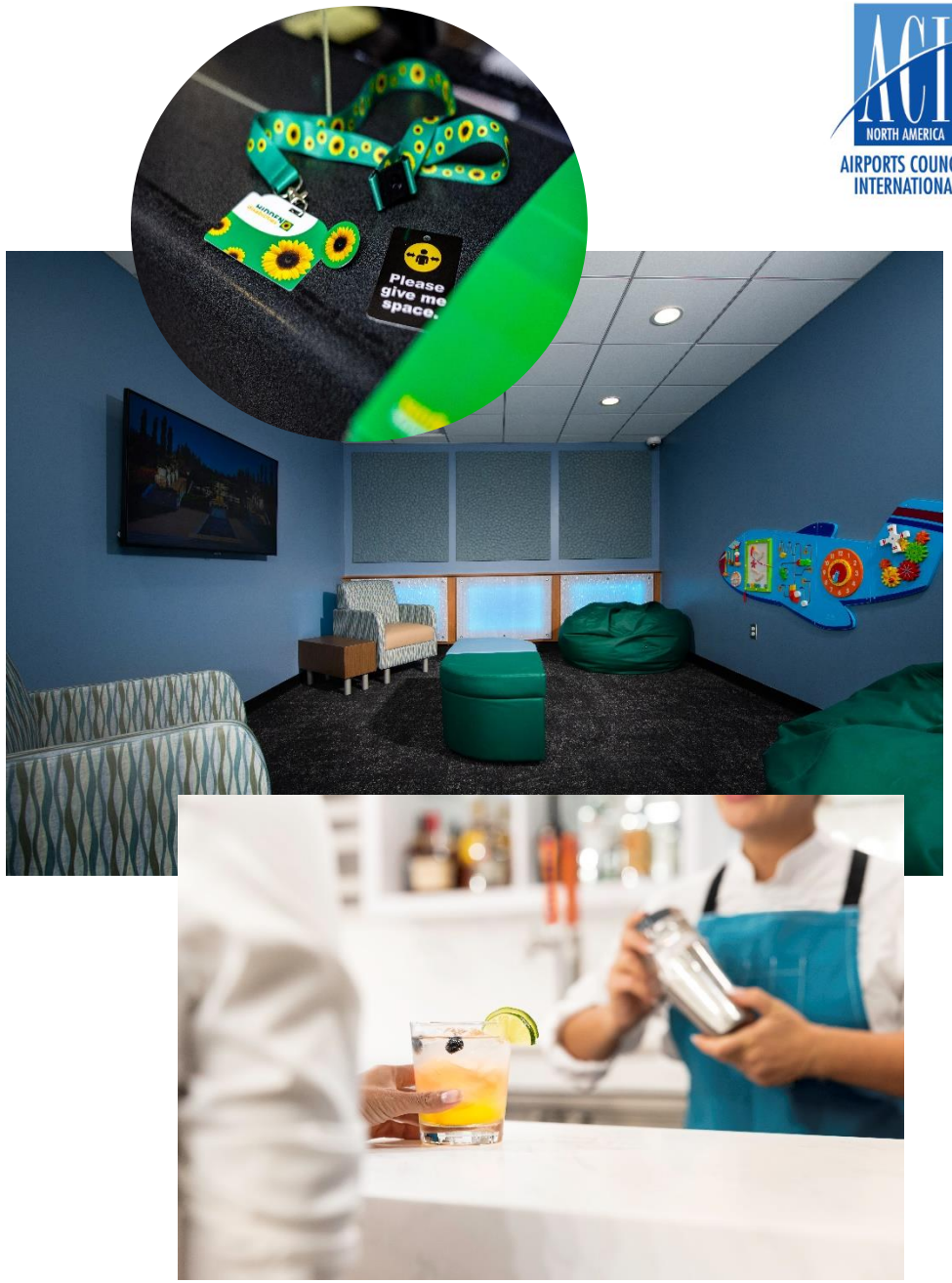
	2020	2023
1	ATM services	ATM services
2	Website	Restaurants / bars
3	Lost and found	Wi-Fi, free
4	Restaurants / bars	Lost and found
5	Wi-Fi, free	Website
6	Electrical Charging stations	Ride-sharing services, dedicated zones for pickup and drop-off
7	Family restrooms, handicapped accessible	Water-bottle refilling stations
8	Pet relief facilities	Lactation/nursing rooms and/or pods
9	Water-bottle refilling stations	Hand sanitizer dispensers
10	In-terminal art programs / art gallery	In-terminal art programs / art gallery

Passenger Amenities Outlook

Airports are continually expanding and enhancing their passenger experience programs and amenities to provide comfort and enjoyment to airport users.

Over the next three to five years, passengers can expect new and expanded airport amenities and services, including sensory rooms, Hidden Disabilities Sunflower Lanyard Programs, art programs, children play areas, nursing facilities, and concessions growth as the top-rated amenities likely to appear in North American airport terminals.

As passenger needs change, airports are beginning to phase out unnecessary, under utilized, or redundant amenities and services. The top three rated amenities likely to be eliminated or replaced in the next three to five years are currency exchange stations, shoeshine stations, and COVID testing sites.



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Director, Communications and Marketing
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rrucker@airportscouncil.org

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- Kansas City International Airport
- Minneapolis-St. Paul International Airport
- San Antonio International Airport
- San Francisco International Airport
- St. Pete-Clearwater International Airport
- Syracuse Regional Airport Authority
- Tulsa International Airport